TABLE OF CONTENTS

FOREWORD vii

PREFACE viii

SPRING CONFERENCE PROGRAM xv

FALL CONFERENCE PROGRAM xx

PART ONE

PRESIDENTIAL ADDRESS

1. *Can Marketing (and Marketing Education) Survive?* 3
   David K. Hardin

PART TWO

STATE OF THE ART PAPERS: THE BEST WE HAVE TO OFFER

2. *Management Science in Marketing: The State of the Art* 9
   David A. Aaker
3. *Marketing Information Systems: The State of the Art* 19
   Richard H. Brien
4. *Marketing Channels and Structures: A Macro View* 28
   Louis P. Bucklin
5. *Multinational Marketing: Present Position and Future Challenges* 41
   Donald S. Henley
6. *Defining the Limits of Marketing* 48
   Philip Kotler
7. *Toward the Development of Consumer Behavior Theory* 57
   Thomas S. Robertson
   Scott Ward
8. *Marketing: A Social Responsibility* 65
   Thaddeus H. Spratlen

PART THREE

MARKETING EDUCATION: FERMENT AND INTROSPECTION

TEACHING EVALUATION

9. *Student Evaluations, Professional Responsibility, and Career Advancement* .. 79
   Anthony F. McGann
   Raymond A. Marquardt
   E. B. Jakubauskas
10. *A Conceptual Model of Teaching Effectiveness* 83
    Gurramkonda M. Naidu
11. *The Case for Teacher Evaluation: A Position Paper* 87
    Warren A. French
    J. Richard Jones
12. *An Investigation of Determinants of Student Course Ratings* 90
    John J. Painter
    Kent L. Grazin
13. *Variable Modular Testing: A New Method for Increasing Student Motivation and Learning in Large Classes* 95
    Michael B. Mazis
    R. Eugene Klippel

CURRICULUM INNOVATION AND CHANGE

14. *PCMP: Participative Class Management Program* 100
    Adel I. El-Ansary
15. *A Behavioral Approach to Teaching Basic Marketing: A Case Study* 106
    Arch G. Woodside
16. *Conceptual Complexity as a Means of Teaching Marketing Management: An Appraisal* 111
    William J. Whitmore
    Gareth S. Gardiner
17. *The Inclusion of Macro-Marketing Material in an Introductory Course: Its Effect on Attitudes and Knowledge* 115
    Alan P. Kelman
    John F. Grashof
18. *The Ghetto as a Classroom* 121
    Gerald E. Hills
19. *The Urban Business Intern Program: An Approach to Relevance* 126
    D. Jacque Grinnell
    Theodore F. Smith
20. *The Role of Marketing in a Modular Educational System* 130
    Edward W. Cundiff
    William H. Cunningham
21. *A Revolutionary M.B.A. in Marketing Curriculum* 135
    William M. Diamond
    James D. Hlavacek
22. *Closing the Gap—The Talk-In Conference as a Catalyst for Interaction* 140
    Lynn Loudenback

TABLE OF CONTENTS

FOREWORD vii

PREFACE viii

SPRING CONFERENCE PROGRAM xv

FALL CONFERENCE PROGRAM xx

PART ONE

PRESIDENTIAL ADDRESS

1. *Can Marketing (and Marketing Education) Survive?* 3
   David K. Hardin

PART TWO

STATE OF THE ART PAPERS: THE BEST WE HAVE TO OFFER

2. *Management Science in Marketing: The State of the Art* 9
   David A. Aaker
3. *Marketing Information Systems: The State of the Art* 19
   Richard H. Brien
4. *Marketing Channels and Structures: A Macro View* 28
   Louis P. Bucklin
5. *Multinational Marketing: Present Position and Future Challenges* 41
   Donald S. Henley
6. *Defining the Limits of Marketing* 48
   Philip Kotler
7. *Toward the Development of Consumer Behavior Theory* 57
   Thomas S. Robertson
   Scott Ward
8. *Marketing: A Social Responsibility* 65
   Thaddeus H. Spratlen

PART THREE

MARKETING EDUCATION: FERMENT AND INTROSPECTION

TEACHING EVALUATION

9. *Student Evaluations, Professional Responsibility, and Career Advancement* .. 79
   Anthony F. McGann
   Raymond A. Marquardt
   E. B. Jakubauskas
10. *A Conceptual Model of Teaching Effectiveness* 83
    Gurramkonda M. Naidu
11. *The Case for Teacher Evaluation: A Position Paper* 87
    Warren A. French
    J. Richard Jones
12. *An Investigation of Determinants of Student Course Ratings* 90
    John J. Painter
    Kent L. Grazin
13. *Variable Modular Testing: A New Method for Increasing Student Motivation and Learning in Large Classes* 95
    Michael B. Mazis
    R. Eugene Klippel

CURRICULUM INNOVATION AND CHANGE

14. *PCMP: Participative Class Management Program* 100
    Adel I. El-Ansary
15. *A Behavioral Approach to Teaching Basic Marketing: A Case Study* 106
    Arch G. Woodside
16. *Conceptual Complexity as a Means of Teaching Marketing Management: An Appraisal* 111
    William J. Whitmore
    Gareth S. Gardiner
17. *The Inclusion of Macro-Marketing Material in an Introductory Course: Its Effect on Attitudes and Knowledge* 115
    Alan P. Kelman
    John F. Grashof
18. *The Ghetto as a Classroom* 121
    Gerald E. Hills
19. *The Urban Business Intern Program: An Approach to Relevance* 126
    D. Jacque Grinnell
    Theodore F. Smith
20. *The Role of Marketing in a Modular Educational System* 130
    Edward W. Cundiff
    William H. Cunningham
21. *A Revolutionary M.B.A. in Marketing Curriculum* 135
    William M. Diamond
    James D. Hlavacek
22. *Closing the Gap—The Talk-In Conference as a Catalyst for Interaction* 140
    Lynn Loudenback

THE STUDENTS

23. *Who Should Regulate the Number of Graduates of Business Schools?* 142
Gurramkonda M. Naidu
Arno K. Kleimenhagen

24. *The Future Institutional Strategy of Graduate Business Schools: Some Implications of the Candidate Supply Function* . 147
Robert S. Headen
William K. Laidlaw

25. *Who Likes Marketing: Educational Differences Between Students with Favorable and Unfavorable Images of Marketing* 153
Ernest B. Uhr
W. Daniel Rountree

26. *The Part-Time M.B.A. Student: Aspirations, Self-Actualization, and Expected Rewards* 158
Henry O. Pruden
A. Benton Cocanougher

27. *Evaluating and Testing Students in the First Undergraduate Marketing Course* . . 164
Robert E. Weigand
Eric S. Stein

PART FOUR

MULTINATIONAL MARKETING: SIMILARITIES AND DIFFERENCES

28. *Business and Cultural Insights to Eastern Europe* 171
Charles C. Smith

29. *State Marketing Research in the Third World* 176
J. C. Dragan

30. *Marketing Research in a Multinational Corporation* 179
J. S. Downham

31. *Modern Marketing Techniques Applied to Developing Countries* 183
A. Graeme Cranch

32. *What We Can Learn From Far East Innovations* 187
James L. Abegglen
William L. Givens

33. *A Multivariate Classification of Overseas Country Market Environments* 191
James E. Hansz
James D. Goodnow

PART FIVE

MARKETING AND SOCIAL ISSUES: THE WORLD AROUND US

THE WIDER VIEW

34. *Pollution Control Markets: Definitions, Subsegments, and Opportunities* 201
Thomas S. Bry

35. *Market Failure in the Environment* 208
Stahrl W. Edmunds

36. *Inherent Dysfunctions of the American Market System* 213
Robert W. Nason

37. *A Descriptive Model of Ghetto Marketing Systems in Urban Areas* 220
Waylon D. Griffin

38. *Social Responsibility in Marketing Personnel: Meaning and Measurement* . . 224
William H. Peters

39. *The Standards of Marketing* 230
Charles J. Collazzo, Jr.

CONSUMERISM

40. *Consumer Opinion of Open-Dating, Nutritional Labeling, Packaging and Pollution* . 236
Lorna Opatow

41. *Consumerism: A Theoretical Framework for Analysis* 241
Jerome E. Scott
Lawrence M. Lamont

42. *Consumer Satisfaction with Automobile Repair Performance: Attitudes Toward the Industry and Governmental Control* . . 249
John E. Swan
Douglas S. Longman

43. *The FTC Hearings on Advertising and Their Implications* 256
John A. Howard
James Hulbert

HAMPDEN-TURNER PROPOSAL, REVISITED

44. *Political Marketing Revisited* 260
William E. Cox, Jr.

45. *Black Responses to the Hampden-Turner Proposal* 263
Thomas I. Kindel

PART SIX

MARKETING MANAGEMENT: PLANS AND DECISIONS

THE CONSULTING EXPERIENCE

46. *Helping Marketing Managers to Build a System that Makes Them Better Managers* 271
Charles W. McClelland

47. *Marketing Consulting from the Research Perspective* 275
Gabriel M. Gelb

48. *Marketing Consulting from an Auditing Firm's Perspective* 279
Frank Schultz

49. *Consulting With A Technical Perspective*. 282
L. T. James Long

PRODUCT DECISIONS

50. *Conceptualizing New Product Opportunities* 284
Charles G. Brown

51. *A Measure of the Long-Run Effects of Product-Line Extension* 287
J. Taylor Sims

52. *The Product Manager and the Salesman: Perceptual Differences in a Multiple-Product Company* 294
Ronald E. Turner
Dennis H. Gensch

CHANNEL DECISIONS

53. *Full Disclosure and the Franchise System of Distribution* 301
Shelby D. Hunt

54. *Relating Multivariate Measures of Store Loyalty and Store Image* 305
V. Parker Lessig

55. *Distribution as a Decision System* 310
Philip B. Schary
Boris W. Becker

PROMOTION DECISIONS

56. *Salesman Planning—Increased Productivity? Facts from the Field* 315
Eugene H. Fram

57. *Using Specific Attributes for Predicting Television Show Audience Share* 319
Donald R. Lehmann

58. *Life Style and Magazine Exposure* 324
Peter W. Michaels

59. *Source-Receiver Differences and Communication Effectiveness: Method and Application* 332
Mark I. Alpert
W. Thomas Anderson, Jr.

60. *Measurement of Sales Promotion Effect at the Retail Level—A New Approach* 338
Masao Nakanishi

61. *What Does Behavioral Science Suggest is the Way to Talk to Each?* 344
Walter Weiss

PART SEVEN

THE BUYER: WHO, WHY AND HOW

CONSUMER BEHAVIOR AND DECISION-MAKING

62. *Determining the Nature of the Process of Household Decision-Making: An Experimental Gaming Approach* 349
Luis V. Dominguez

63. *Working Women versus Non-Working Women: A Comparison of Shopping Behaviors* 355
Beverlee B. Anderson

64. *A Pseudo-Heuristic Model of Consumer Purchase Behavior* 360
Tanniru R. Rao

65. *A Model for Brand Choice Under Price-Quality Hypothesis* 366
Vithala R. Rao

ATTITUDE CHANGE AND CHOICE

66. *A Laboratory Experimental Study of Attitude Change and Brand Choice* 372
Frederick W. Winter, Jr.

67. *An Experimental Study of Attitude Change and Choice of New Brands* 376
James L. Ginter

68. *A Study of Individual Attitudes and Individual Preference Order for Heavily Advertised Brands* 381
W. Wayne Talarzyk

69. *An Empirical Investigation of Weighted, Additive Models of Attitude in Marketing*. 386
Reza Moinpour
James B. Wiley

70. *Attitude as a Predictor of Behavior in a Buyer-Seller Bargaining Situation: An Experimental Approach* 390
David T. Wilson
H. Lee Mathews
John F. Monoky

INTERVENING VARIABLES IN THE DECISION PROCESS

71. *Over-Rewarding the Consumer* 396
Arch G. Woodside

72. *Type of Information Sensitivity, Fatalism, and Spending Behavior* 400
Richard P. Nielsen
John Stanton

73. *Novelty and Personality with Risk as a Moderating Variable* 406
Michael B. Mazis
Timothy W. Sweeney

74. *The Role of Perceived Risk in Industrial Marketing Decisions* 412
James K. McMillan

75. *Self-Confidence and Four Types of Persuasive Situations* 418
Jeffrey Barach

CULTURE AND VALUES

76. *Culture, Acculturation and Consumer Behavior: An Empirical Study* 423
Joseph Franklin Hair, Jr.
Rolph E. Anderson

77. *Value Orientations of Middle-Class Blacks* 429
Jacob M. Duker

INNOVATION AND OPINION LEADERSHIP

78. *Predicting Opinion Leadership for Women's Clothing Fashions* 434
Fred D. Reynolds
William R. Darden

79. *The Traditional View of Innovativeness in Relation to Attitude Change and Purchase Behavior: An Exception* 439
Richard A. Lancioni

80. *Social Interaction Patterns of the Elderly Consumer* 445
Leon G. Schiffman

81. *Study of Nursing Homes: The Patient as Consumer* 452
Steven A. Baumgarten
Santosh K. Choudhury
Tanniru R. Rao
L. Winston Ring

SEGMENTATION

82. *Closing the Consumer-Advertising Gap Through Psychographics* 457
Ruth Ziff

83. *Seven Questions About Life Style and Psychographics* 462
William D. Wells

84. *Developing Retail Market Segmentation Strategy for a Women's Specialty Store Using Multiple Discriminant Analysis* . . 466
Daniel J. Sweeney
Richard C. Reizenstein

PART EIGHT

METHODOLOGY: RESEARCH AND ANALYSIS

MODELING AND MEASUREMENT

85. *A Proposal for Validating Measures and Models for Highly Competitive Decision Situations* 475
Michael L. Ray

86. *The Distribution of Opinion as a Function of the Semantic Properties of Response Categories* 479
Robert Mittelstaedt

87. *On the Quality of Principal Components* . 484
Richard Staelin
Terry C. Gleason

88. *A Note on the "Robustness" of INDSCAL Individual Differences Scaling to Departures from Linearity* 489
Paul E. Green
Arun K. Jain

89. *Behavioral Considerations in the Implementation of Marketing Decision Models* . 494
Randall L. Schultz
Dennis P. Slevin

MULTIVARIATE ANALYSIS

90. *Expanding the Definition of Potential Customer Using Modified Canonical Correlation* 499
Dennis H. Gensch
Ronald Turner

91. *Analysis of the Response of Competing Brands to Advertising Using Seasonal Models* 505
Neil E. Beckwith

SPECTRAL ANALYSIS

92. *Validation of a Shopping Simulation by Means of Spectral Analysis* 511
David B. MacKay

93. *Store Audit versus Warehouse Movement Data: An Exploration Using Spectral Analysis* 515
Philip C. Burger

PART NINE

EVALUATIONS OF THE JOURNAL OF MARKETING RESEARCH

94. *Should the Journal of Marketing Research Practice the Marketing Concept?* 521
Edward M. Tauber

95. *A Plea for Mercy: An Evaluation of the Journal of Marketing Research* 526
Kenneth B. Powell

PART TEN

PRESENT AND FUTURE: WHAT IS AND WHITHER MARKETING

96. *Metamarketing and Cultural Dynamics* . . 531
William G. Nickels

97. *The Future Role of Marketing* 535
David L. Arthur
Norbert V. Schaefer

98. *A Reconsideration of the Conceptual Foundations of Marketing* 539
Bent Stidsen

99. *Societal Evolution and Marketing* 543
Louis K. Sharpe
W. T. Anderson, Jr.

100. *Marketing Activity, Performance, and Productivity: A General Analysis.* 548
Louis P. Bucklin
Lee E. Preston

PART ELEVEN

DOCTORAL DISSERTATION AWARDS

101. *SCHEDULE: An Interactive Computer Program for Determination of the Optimal Allocation of Personal Selling Efforts* . . 558
Gary M. Armstrong

102. *The Relationship Between Seller Average Profitability and Market Structure, Including Buyer Concentration, in United States Manufacturing Industries* 558
Douglas Gordon Brooks

103. *The Role of Cognitive Response in the Advertising Influence Process* 559
Peter L. Wright

104. *A Proposed Technology for Validation of Sales-Forecasting Models of New Products with Applications for Validation of Marketing Simulations* 560
Richard P. Carr, Jr.

105. *The Diffusion of Major Technological Innovation in a Complex Industrial Community: An Analysis of Social Process in the American Steel Industry* 561
John A. Czepiel

106. *An Investigation of the Ability of Salesmen to Monitor Feedback* 562
Gary Michael Grikscheit

107. *Deception, Inoculation, Attack: Implications for Inoculation Theory, Public Policy and Advertising Strategy* 562
H. Keith Hunt

108. *The Diffusion of Contraceptive Innovation Among the Urban Poor in Jamaica* 563
Theodore F. Smith

109. *An Attempt to Optimize the Retail Markdown Problem Through the Use of Dynamic Programming* 564
Julian Edward Yudelson

AUTHOR INDEX 565

A
A
A
A
A
A
A
A

B
B
B
B
B
B
B
B
B
B

C
C
C
C
C
C
C
C
C

D
D
D
D
D
D

E
E

F
F

G
G
G
G
G
G
G
G
G
G
G
G

Author Index

Aaker, David A. 9
Abegglen, James L. 187
Alpert, Mark I. 332
Anderson, Beverlee B. 355
Anderson, Rolph E. 423
Anderson, W. Thomas, Jr. 332, 443
Armstrong, Gary M. 558
Arthur, David L. 535

Barach, Jeffrey 418
Baumgarten, Steven A. 452
Becker, Boris W. 310
Beckwith, Neil E. 505
Brien, Richard H. 19
Brooks, Douglas Gordon 558
Brown, Charles G. 284
Bry, Thomas S. 201
Bucklin, Louis P. 28, 548
Burger, Philip C. 515

Carr, Richard P., Jr. 560
Choudhury, Santosh K. 452
Cocanougher, A. Benton 158
Collazzo, Charles J., Jr. 230
Cox, William E., Jr. 260
Cranch, A. Graeme 183
Cundiff, Edward W. 130
Cunningham, William H. 130
Czepiel, John A. 561

Darden, William R. 434
Diamond, William M. 135
Dominguez, Luis V. 349
Downham, J. S. 179
Dragan, J. C. 176
Duker, Jacob M. 429

Edmunds, Stahrl W. 208
El-Ansary, Adel I. 100

Fram, Eugene H. 315
French, Warren A. 87

Gardiner, Gareth S. 111
Gelb, Gabriel M. 275
Gensch, Dennis H. 294, 499
Ginter, James L. 376
Givens, William L. 187
Gleason, Terry C. 484
Goodnow, James D. 191
Grashof, John F. 115
Grazin, Kent L. 90
Green, Paul E. 489
Griffin, Waylon D. 220
Grikscheit, Gary Michael 562
Grinnell, D. Jacque 126

Hair, Joseph Franklin, Jr. 423
Hansz, James E. 191
Hardin, David K. 3
Headen, Robert S. 147
Henley, Donald S. 41
Hills, Gerald E. 121
Hlavacek, James D. 135
Howard, John A. 256
Hulbert, James 256
Hunt, H. Keith 562
Hunt, Shelby D. 301

Jain, Arun K. 489
Jakubauskas, E. B. 79
Jones, Richard J. 87

Kelman, Alan P. 115
Kindel, Thomas I. 263
Kleimenhagen, Arno K. 142
Klippel, R. Eugene 95
Kotler, Philip 48

Laidlaw, William K. 147
Lamont, Lawrence M. 241
Lancioni, Richard A. 439
Lehmann, Donald R. 319
Lessig, V. Parker 305
Long, L. T. James 282
Longman, Douglas S. 249
Loudenback, Lynn J. 140

McClelland, Charles W. 271
McGann, Anthony F. 79
McMillan, James K. 412
MacKay, David B. 511
Marquardt, Raymond A. 79
Mathews, H. Lee 390
Mazis, Michael B. 95, 406
Michaels, Peter W. 324
Mittelstaedt, Robert 479
Moinpour, Reza 386
Monoky, John F. 390

Naidu, Gurramkonda M. 83, 142
Nakanishi, Masao 338
Nason, Robert W. 213
Nickels, William G. 531
Nielson, Richard P. 400

Opatow, Lorna 236

Painter, John J. 90
Peters, William H. 224
Powell, Kenneth B. 526
Preston, Lee E. 548
Pruden, Henry W. 158

Rao, Tanniru R. 360, 452
Rao, Vithala R. 366
Ray, Michael L. 475
Reizenstein, Richard C. 466
Reynolds, Fred D. 434
Ring, L. Winston 452
Robertson, Thomas S. 57
Rountree, W. Daniel 153

Schaefer, Norbert V. 535
Schary, Philip B. 310
Schiffman, Leon G. 445
Schultz, Frank 279
Schultz, Randall L. 494
Scott, Jerome E. 241
Sharpe, Louis K. 543
Sims, J. Taylor 287
Slevin, Dennis P. 494
Smith, Charles C. 171
Smith, Theodore F. 126, 563
Spratlen, Thaddeus H. 65
Staelin, Richard 484
Stanton, John 400
Stein, Eric S. 164
Stidsen, Bent 539
Swan, John E. 249
Sweeney, Daniel J. 466
Sweeney, Timothy W. 406

Talarzyk, W. Wayne 381
Tauber, Edward M. 521
Turner, Ronald E. 294, 499

Uhr, Ernest B. 153

Ward, Scott 57
Weigand, Robert E. 164
Weiss, Walter 344
Wells, William D. 462
Whitmore, William J. 111
Wiley, James B. 386
Wilson, David T. 390
Winter, Frederick W., Jr. 372
Woodside, Arch G. 106, 396
Wright, Peter L. 559

Yudelson, Julian Edward 564

Ziff, Ruth 457